



Chennai Business School
Learning for the real world

THE PGPM CONUNDRUM: WILL IT SUPERCHARGE YOUR CAREER?

For years, an MBA has been an accelerator to employability, coupled with increased earning potential. But as competition has amplified with the rise of fast track MBA's, colleges are better tailoring what they teach to meet the demands of the industry. This trend is particularly prominent in India, where colleges offering a two-year MBA programme face the greatest threat from competing qualifications such as the one-year Postgraduate Program in Management (PGPM).

Let's sift through the PGPM dilemma.

The one-year PGPM appeals to both students and employer as it is often half the price of a two-year MBA. "It's the integration with the business that feeds the whole philosophy of the PGPM", says Prof. Sridar Natarajan, Dean at Chennai Business School (CBS) - a leading B-school in Chennai. At CBS, the integration with business is very close. Founded by industry experts in 2006, students at CBS have always had to take part in live projects that connect them with potential employers. "We've also responded to the call from industries to bolster skills by altering our teaching methodology", says Anish Ravi, Professor of Marketing at Chennai Business School. Pretty much the whole class of PGPM's at CBS is involved either in company visits or projects with potential employers, giving them real-world experience. Contemporary techniques and approaches to teaching and learning have changed the way in which management education impacts students. Interaction with industry experts on real-time case studies; in addition to mentorship programmes, workshops, debates and extracurricular activities have changed the very fabric of learning at Chennai Business School.

The desire for applied skillsets, tailored to the needs of the industry, has become stronger. Just like the wider world of management education, it doesn't really matter if a one-year PGPM is good enough. You just need to ask yourself if it fits your bill. And then, there's a good chance that you will be able to look back on your PGPM and be appreciative for all of the knowledge you acquired and the people and mentors you met.

This is exactly how you "LEARN FOR THE REAL WORLD" and supercharge your career.